

UNIVERSITAS BINA NUSANTARA

School of Business Management

Program International Marketing

Skripsi Sarjana Ekonomi

Semester Genap tahun 2014/2015

***ANALYSIS OF STORE ATMOSPHERE AND EXPERIENTIAL MARKETING
INFLUENCE ON BRAND IMAGE AND ITS IMPACT TO CUSTOMER
BEHAVIORAL INTENTION ON STRAWBERRY CAFE TANJUNG DUREN***

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ABSTRACT

The purpose of this study was to determine the effect of store atmosphere and experiential marketing on brand image and its impact on customer behavioral intention on Strawberry Cafe. The method used in this study is assosiatif methods with quantitative research study. Data collection method in this research is by distributing questionnaires to 200 customers Strawberry Cafe. Results from this study shows that store atmosphere and experiential marketing directly affect the brand image and their impact on customer behavioral intention. Advice can be given to the cafe is to improve the quality of store atmosphere such as waiter's hospitality and updating appearance experiential marketing as its games. In this study, experiential marketing that most influence on brand image and customer behavioral intention compared with store atmosphere.

Keywords: Store Atmosphere, Experiential Marketing, Brand Image, Customer Behavioral Intention.

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ANALISIS PENGARUH *STORE ATMOSPHERE* DAN *EXPERIENTIAL MARKETING* TERHADAP *BRAND IMAGE* SERTA DAMPAKNYA TERHADAP *CUSTOMER BEHAVIORAL INTENTION* PADA *STRAWBERRY CAFE* CABANG TANJUNG DUREN

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ABSTRAK

Tujuan dari penelitian adalah untuk mengetahui pengaruh *store atmosphere* dan *experiential marketing* terhadap *brand image* serta dampaknya terhadap *customer behavioral intention* pada *Strawberry Cafe*. Metode penelitian yang digunakan dalam penelitian ini adalah metode penelitian *assosiatif* dengan jenis penelitian kuantitatif. Metode pengumpulan data dalam penelitian ini adalah dengan penyebaran kuesioner kepada 200 pelanggan *Strawberry Cafe*. Hasil dari penelitian ini membuktikan bahwa memang *store atmosphere* dan *experiential marketing* secara langsung berpengaruh terhadap *brand Image* serta dampaknya terhadap *customer behavioral Intention*. Saran yang dapat diberikan ke kafe ini adalah dengan meningkatkan kualitas dari *store atmosphere* seperti keramahan pelayan dan memperbarui *experiential marketing* seperti *games*-nya. Dalam penelitian ini, *experiential marketing* yang paling berpengaruh terhadap *brand image* dan *customer behavioral Intention* dibandingkan dengan *store atmosphere*.

Kata Kunci: *Store Atmosphere, Experiential Marketing, Brand Image, Customer Behavioral Intention*.

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